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SUBSTITUTE REISSUE APPLICATION DECLARATION BY THE INVENTOR		Decker Number (Optional)
		16113-1341RE9

I hereby declare that:

Each inventor's residence, mailing address and citizenship are stated below next to their name.  
I believe the inventors named below to be the original and first inventor(s) of the subject matter which is described and claimed in patent number 5,948,061, granted September 7, 1999 and for which a reissue patent is sought on the invention entitled Method of Delivery of Targeting, and Measuring Advertising Over Networks,

the application of which

is attached hereto.

was filed on May 24, 2000 as reissue application number 09/577,798  
April 4, 2001, July 24, 2001 and  
and was amended on September 30, 2002.  
(If applicable)

I have reviewed and understand the contents of the above-identified application, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b). Attached is form PTO/SB/028 (or equivalent) listing the foreign applications.

I hereby believe the original patent to be wholly or partly inoperative or invalid, for the reasons described below. (Check all boxes that apply.)

by reason of a defective specification or drawing.

by reason of the patentee claiming more or less than he had the right to claim in the patent.

by reason of other errors.

At least one error, which is being corrected by this reissue application, upon which reissue is based is described below. If the reissue is a broadening reissue, such must be stated with an explanation as to the nature of the broadening:

We, the inventors, believe that pursuant to 37 C.F.R. 1.175, the original patent, No. 5,948,061, is partly inoperative by reason of, in claim 1 of the original patent, failure to specify an advertisement selection technique based upon the information stored about said user node at said advertisement server nodes.

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This collection of information is required by 37 CFR 1.175. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 123 and 37 CFR 1.11 and 1.14. This collection is estimated to take 30 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing this form, call 1-800-PTO-9199 and select option 2.

Docket Number (Optional)

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## (REISSUE APPLICATION DECLARATION BY THE INVENTOR, page 2)

All errors being corrected in the reissue application up to the time of filing of the oath or declaration under this paragraph arose without any deceptive intention on the part of the applicant.

Note: To appoint a power of attorney, use form PTO/SB/81.

Correspondence Address: Direct all communications about the application to:

<input checked="" type="checkbox"/> The address associated with Customer Number:	26192
OR	

<input type="checkbox"/> Firm or Individual Name	Fish & Richardson P.C.			
Address	P.O. Box 1022			
City	Minneapolis	State	MN	ZIP
Country	United States			
Telephone		Email		

## WARNING:

Petitioner/applicant is cautioned to avoid submitting personal information in documents filed in a patent application that may contribute to identity theft. Personal information such as social security numbers, bank account numbers, or credit card numbers (other than a check or credit card authorization form PTO-2038 submitted for payment purposes) is never required by the USPTO to support a petition or an application. If this type of personal information is included in documents submitted to the USPTO, petitioners/applicants should consider redacting such personal information from the documents before submitting them to the USPTO. Petitioner/applicant is advised that the record of a patent application is available to the public after publication of the application (unless a non-publication request in compliance with 37 CFR 1.213(e) is made in the application) or issuance of a patent. Furthermore, the record from an abandoned application may also be available to the public if the application is referenced in a published application or an issued patent (see 37 CFR 1.14). Checks and credit card authorization forms PTO-2038 submitted for payment purposes are not retained in the application file and therefore are not publicly available.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine and imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this declaration is directed.

Full name of sole or first inventor (given name, family name)

Dwight Allen Merriman

Inventor's signature 	Date May 16 2012
Residence New York, NY	Citizenship United States
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Full name of second joint inventor (given name, family name)

Kevin J. O'Connor

Inventor's signature	Date
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Additional joint inventors or legal representative(s) are named on separately numbered sheets forms PTO/SB/02A or 821.R attached hereto.

(REISSUE APPLICATION DECLARATION BY THE INVENTOR, page 2)

Docket Number (Optional)

161113-1341RE9

All errors being corrected in the reissue application up to the time of filing of the oath or declaration under this paragraph arises without any deceptive intention on the part of the applicant.

Note: To appoint a power of attorney, use form PTO-891a1.

Correspondence Address: Direct all communications about the application to:

The address associated with Customer Number:  
OR

26182

<input type="checkbox"/> Firm or Individual Name	Fish & Richardson P.C.		
Address	P.O. Box 1022		
City	Minneapolis	State	MN
Country	United States		
Telephone		Email	

### WARNING:

Petitioner/applicant is cautioned to avoid submitting personal information in documents filed in a patent application that may contribute to identity theft. Personal information such as social security numbers, bank account numbers, or credit card numbers (other than a check or credit card authorization form PTO-2038 submitted for payment purposes) is never required by the USPTO to support a petition or an application. If this type of personal information is included in documents submitted to the USPTO, petitioner/applicants should consider redacting such personal information from the documents before submitting them to the USPTO. Petitioner/applicant is advised that the record of a patent application is available to the public after publication of the application (unless a non-publication request in compliance with 37 CFR 1.213(a) is made in the application) or issuance of a patent. Furthermore, the record from an abandoned application may also be available to the public if the application is referenced in a published application or an issued patent (see 37 CFR 1.14). Checks and credit card authorization forms PTO-2038 submitted for payment purposes are not retained in the application file and therefore are not publicly available.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like as made are punishable by fine and imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this declaration is directed.

Full name of sole or first inventor (given name, family name):

Dwight Allen Merriman

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Full name of second joint inventor (given name, family name):

Kevin J. O'Connor

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Additional joint inventors or legal representatives are named on separately numbered sheets forms PTO/SB/02A or 02B attached hereto.